

VBRICK SYSTEMS CUSTOMER SUCCESS STORY



COMPANY

VBrick Systems



INDUSTRY

Enterprise Video Technology



OBJECTIVE

To quickly transition from HubSpot to Pardot in order for seamless integration between their marketing automation solution and Salesforce.



WHY

HubSpot was not optimized for VBrick's Salesforce instance resulting in ongoing problems in their business processes.

TECHNOLOGIES & SERVICES USED



StarrData's Pardot Implementation



OUTCOME

2 WEEKS

(Migration From HubSpot To Pardot)

BEFORE

VBrick Systems was using HubSpot as their marketing automation platform; however, HubSpot was not optimized for their Salesforce instance, which was creating serious issues. Their business processes were breaking despite using the Salesforce-HubSpot integration that was available.

AFTER

In just two weeks, StarrData successfully integrated Pardot with VBrick's Salesforce instance and imported all of VBrick's existing Salesforce leads and contact records. Pardot was configured and set up to meet VBrick's specific requirements.

VBrick now has mapping of custom fields, customized lead and contact page layouts, user mapping, single sign-on capabilities, form templates, drip campaigns, and automation rules.

Lastly, from StarrData's extensive training, VBrick's team understands the ins-and-outs of Pardot to not only use its robust feature set but also tricks to avoid future problems.



RESULTS

- VBrick Systems transitioned from HubSpot to Pardot in just two weeks and are now actively using Pardot for their marketing automation
- Pardot and Salesforce are optimized to work together, simplifying VBrick's business processes
- VBrick's team has been trained to manage Pardot and address future needs
- As a bonus, StarrData identified unrelated issues that once resolved helped them improve the functionality of their Salesforce instance.

CUSTOMER QUOTE

"StarrData proved to be one of the most customer-focused, intelligent and hard-working consulting firms I've ever worked with on a project. I would hands down use StarrData again for any needs that may arise."

- Jennifer Junda, Marketing Programs Manager, VBrick Systems Inc.

